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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

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SECRETARY ANDERSON speaks today at the National Cotton Picking Contest at Blytheville, Arkansas. His talk entitled "Common Sense About Cotton" has just been released to the press (USDA release No. 1847). In it he stresses the importance of improving the grade of cotton and said that an abnormal amount of the 11 million-bale carryover as of August 1 is Low Middling or lesser grades. He said that part of the answer to the problems of the Cotton South lies in "clean, well-picked cotton which this contest today is emphasizing." In discussing the need for more industries in the South he mentions the following as offering opportunities for great expansion there: clothing, house furnishings, paper and printing, residential construction; brick, tile, and concrete plants; iron, steel, and aluminum products; cotton and leather goods; and transportation, trade, the professions, and service industries.

As to what to do about the cotton problem immediately, he said:

"I'm afraid that some people may be under the misapprehension that cotton producers are guaranteed loans at 92-1/2 percent of parity for two years after the war, regardless of the amount produced. That is not true. The law provides that loans at this rate shall be available for at least two years after the war. But what if the cotton surplus . . . should again require them? Then cotton loans would not be available unless marketing quotas for the marketing year in which the crop is harvested had been approved by at least two-thirds of the farmers voting in a referendum. I know that you would like to avoid the necessity of having marketing quotas again. But unless we keep our heads and proceed mighty carefully, we will in all probability face the necessity of returning to them."

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NEW USDA PRESS CHIEF. . . . Donald J. Lehman became Assistant Director of Information in Charge of Press Relations on October 1. A native of New York State, Mr. Lehman had been information director for the New York Milk Market Administrator since 1940. His experience includes newspaper or advertising work with the Associated Press, the United Press, the Albany (N. Y.) News and the Knickerbocker Press of Albany, and the N. W. Ayer & Sons Company advertising agency.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . September 28, the Senate passed a modified version of the full employment bill; October 2, the Senate agreed to a concurrent resolution permitting resumption of the federal highway program which includes provisions for forest, roads and trails; October 3, the House debated a revised government re-organization bill.

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WHITE HOUSE CONFERENCE ON FAO. . . .President Truman on October 2 urged the 37 representatives from the press, radio, magazines, and motion picture industries who conferred with him about FAO to give the fullest possible publicity to the conference at Quebec, October 16. He said that FAO could contribute a share to world peace and security that could not be provided by any other body. The goal of the conference will be met, he said, if a substantial beginning is made toward the solution of the world-wide problem in the next four or five years, and if the basic objectives are accomplished in a generation.

These media representatives came to Washington at the invitation of Secretary Anderson. They met with him and other officials in the Department before going to the White House. Secretary Anderson assured the group that the Quebec Conference would be an open meeting in every sense of the word. L. B. Pearson, Canada's Ambassador to the United States and Chairman of the Interim Commission, told them about plans for the first conference of FAO. In a question and answer discussion it was brought out that FAO would make recommendations to its member nations to be carried out at the option of each nation.

After the conference with the President, this group went directly to a meeting called by the State Department to consult on a proposed constitution for an educational and cultural organization being planned as a part of the United Nation's structure.

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USDA RELEASES OF SPECIAL SIGNIFICANCE. . . .Geo. H. Reuss named FSA Regional Director--1816; Marketing quotas on 1946 fire-cured and dark air-cured tobacco--1822; Rice set-aside reduced--1829; Dry bean set-aside suspended--1831; Chicken set-aside order terminated--1832; WFO 5 (fertilizer controls) revoked--1834; 1945 canned vegetable subsidy agreement--1836; Suspension of storage limitations continued through October (WFO 111)--1839; Set aside on fresh apples in the Northwest announced--1842; Fat quota increased for shortening and salad oils--1846; "Common Sense About Cotton" by Secretary Anderson--1847; A. W. Miller retires, B. T. Simms named head, of BAI--1855; U. S. Delegates to the Quebec Conference--1856.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . .Household washing machines and ironers to be available this fall and winter at pre-war prices--OPA-5939; Increased ceilings for fresh apples--OPA-5936; Five percent interim price increase for basic construction machinery announced --OPA-5935; Experimental ceiling prices for airborne produce to remain in effect through January 1946--OPA-T-3773; Restrictions lifted on subsidy payments to live-stock slaughterers in nonfederally inspected plants and to persons who have live-stock custom slaughtered--OWMR-X-45810.

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"HAY IS WHAT YOU MAKE IT" according to a movie of that title scheduled for release to Department film depositories in the Northern States east of the Rockies within the next month. This 16 mm. Kodachrome film is designed to show how to improve the quality of hay, rather than how to grow it. It explains how to increase the nutritive value of hay as much as 25 percent by proper handling.

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ANOTHER PLATTER WILL BE CUT October 11. . . ."Better Poultry and Eggs" will be presented on one side. "What Price Control Means to the Farmer" will be voiced on the other side.

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USDA TRANSCRIPTIONS FOR WEAF. . . Eight transcriptions by Department people were cut October 2 for Don Lerch, Farm Program Director of WEAF, New York NBC station. They will be heard on his "Modern Farmer" program which is on the air from 6-7 a.m., EST, each Monday through Saturday. Copies of the transcriptions will be furnished other NBC stations for possible use by them. Interested PMA field offices will be sent copies of the script for adaptation and use on local stations if desired.

Described briefly by subject and name of person voicing, a list of the transcriptions follow: (1) "War Food Orders" by Gordon Peyton, Office of the Administrator, PMA; (2) "The Dairy Situation" by T. G. Stitts, of the Dairy Branch; (3) "Protein Feed Conservation in the Poultry Industry" by Dewey Termohlen, of the Poultry Branch; and C. C. Farrington, of the Grain Branch--discussion directed by Don Lerch; (4) "Turkey Prospects," by Gordon Sprague, of the Poultry Branch; (5) "Buy Graded Hay" by W. H. Hosterman of the Grain Branch; (6) "Grading Fresh Fruits and Vegetables," by Lance Hooks, of PMA's Information Service; (7) "The Big Oats Crop" by C. R. Briggs of PMA's Information Service; and (8) "Farm Labor" by Joe Tonkin of USDA's Office of Information.

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FAO RADIO PROGRAMS SCHEDULED. . . October 8--10:30 p.m., EST over CBS--a panel discussion of FAO by Secretary Anderson;

L. B. Pearson, Canada's Ambassador to the United States and Chairman of the Interim Commission; H. R. Tolley, BAE Chief who is U. S. representative on the Interim Commission, and Senator Elmer Thomas; October 16-6:30 p.m. EST on CBS--Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, New York City, will interview three international officials at the Conference in Quebec where the program will originate; October 20--12:15 p.m., EST over NBC--a pick-up from Quebec by CONSUMER TIME with representatives to the FAO conference discussing what international cooperation in food and agriculture will mean to the consumer. Another program initiating in Quebec October 20--7:00 p.m., EST over NBC--

L. B. Pearson and Gove Hambridge will be interviewed about FAO as one of a series of programs sponsored by the State Department entitled "Our Foreign Policy." . . . Plans for other radio programs on FAO are being made and will be announced from time to time.

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FRESH APPLE SET-ASIDE. . . A set-aside of Winesap and Delicious apples in the Wenatchee-Okanogan and Yakima area, and Winesap, Delicious, and Newtown varieties in the Hood River area was put into effect October 3 under WFO 143, to meet the requirements of the armed forces and government agencies. Golden Delicious apples are exempt from the set-aside. The 1945 apple crop is estimated at 68,260,000 bushels or 55 percent of the 1944 crop, and 57 percent of the 10-year average (1934-43). However, in Washington and Oregon the crop is expected to be about 93 percent of the 10-year average.

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"RADIO-ACTIVITY" OCTOBER 13. . . on YOUR HOME AND GARDEN show--12:30 p.m. EST (ABC) fall care of ornamental shrubs, will be discussed by Ernie Moore and Duke DuMars; homemaker news by Ruth Van Deman. . . NATIONAL FARM AND HOME HOUR--1:00 p.m. EST (NBC)--a resume of the corn crop. . . CONSUMER TIME--12:15 p.m. EST (NBC)--prospects for fall and winter fabrics, and how to conserve clothes--the USDA booklet "Knitwear Make-Overs" will be offered to listeners.

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